

**James R. Waddington, Jr.**  
**Director of Strategic Marketing Solutions**  
**Lockheed Martin**



Jim Waddington serves as Director of Strategic Marketing Solutions, a \$4B operating company within Lockheed Martin (LM). Headquartered in King of Prussia, Strategic Marketing Solutions, formerly IS&GS-Defense, has over 11,500 employees in 200 locations throughout the U.S. and internationally.

Mr. Waddington is a strategic advisor to the President of Strategic Marketing Solutions, including executive messaging, speechwriting, customer meetings, and events. He also provides strategic leadership of marketing and branding initiatives for the business. He has led and created marketing campaigns that positioned LM to win new business, sustain funding, and grow existing programs. He also creates internal and external campaigns to establish a brand image for the business and its Presidents. In addition, Mr. Waddington facilitates, coordinates, and prioritizes key day-to-day activities, communications, and policy issues. These include customer, political, community, employee, and investor, internal, and external executive messaging.

Before joining M&CSS in 2007, Mr. Waddington had the same responsibilities serving as Director of Operational Strategies, to Stan Sloane, the leader of LM's Integrated Systems and Solutions (IS&S), a \$5B business area within LM. Prior to this position, he was Director of Marketing Strategy (IS&S). Having a successful track record of implementing integrated marketing and communications approaches, he provided strategic direction of marketing initiatives. He led and created executive messaging and marketing campaigns that enhanced LM's image and positioned LM to win new multi-billion business while sustaining and growing existing programs. He joined LM in 2000 as Director of Communications and Public Affairs, where he was responsible for all aspects of the organization's employee communications, public relations, advertising, corporate philanthropy, and marketing efforts.

Mr. Waddington began his career with PECO Energy Co. in the customer service department. After holding several positions in customer service, he became Director of the PE Cares program in 1988, where he managed and implemented diversified public affairs and community relations programs. In 1993 and 1994, he co-managed the company's corporate identity and brand initiative to change the company image in preparation for deregulation. Additionally, he managed and reorganized PECO's emergency response organization, which included the planning, design, and implementation of a state-of-the-art \$4.5 million emergency news center. With increasing roles of leadership within PECO Energy, Mr. Waddington implemented several PR campaigns to support the company's post-deregulation business plan. He remained with PECO until 1998, when he left to lead the communications effort for Amtrak's high-speed rail program. There, he managed all communications related to the rollout and launch of America's first high-speed train service, ACELA.

For 16 years, Mr. Waddington had been an Adjunct Professor at Ursinus College and Saint Joseph University, where he taught courses in marketing, management, advertising, and leadership. He currently serves on the advisory board for the Saint Joseph University Marketing Department. He serves as the Board Chair for the Economy League of Greater Philadelphia and is a member of the Graduate Philadelphia Board of Advisors. He previously served on the boards for the King of Prussia Chamber of Commerce and Boyertown YMCA. He is a member of the International Association of Business Communicators, Philadelphia Public Relations Association, and the Early Learning Investment Commission.

A Pennsylvania native, Jim Waddington is a graduate of La Salle University with a B.S. in Marketing and a Master's in Organization and Management. He and his wife Valerie reside in Gilbertsville and have four children.